

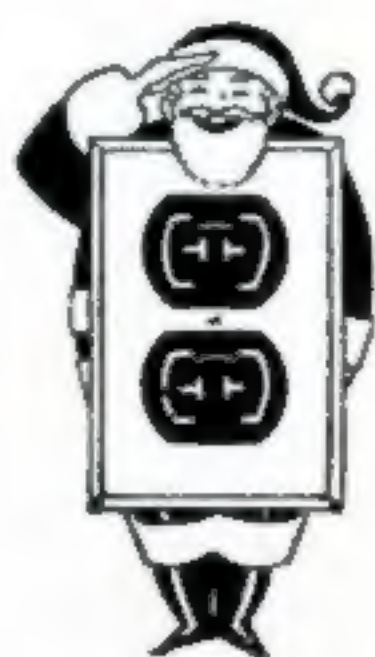
PLAIN TALKS

EASTERN TEXAS ELECTRIC CO.--GULF STATES UTILITIES CO.
WESTERN PUBLIC SERVICE CO.



DECEMBER

1928



The feeling that the Christmas season puts into the hearts of all of us is one of the strangest phenomena of human psychology. The ancient command, "Peace on earth, good will toward men," is instilled into our souls at this season in a most effective manner. It is indeed too bad that we could not all be, throughout the year, in the same high spirits that we find ourselves around the holiday season. It is not in the gifts nor in the giving that we find the cause for this wonderful reaction; it is that the very atmosphere is completely pervaded with the music of happiness, joy and good will toward men. Surely it is the spirit of Him whose birth we celebrate.

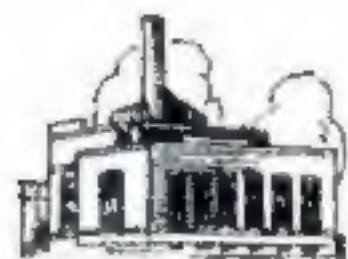
It is at this season that we forget that we have enemies, and we think long and beautifully of the many friends with which we are blessed. We rejoice, one and all, that for this short space of time we can feel the spirit of friendliness and good will in the hearts of every one we meet.

I sincerely hope that all employes of our companies and their families are enjoying happiness and good health, and that the future will find them continually blessed. I wish to express my sincerest appreciation for the spirit which animates the work of each and every man and woman connected with our company, a spirit of pull-together and teamwork which will carry us to success.

A Merry Christmas and a Happy New Year to each and every one, and many returns, is my sincerest wish.

J. H. Bergman





It is the same old wish that you have heard for years and years, but just as sincere as ever.

You folks who have been doing the work of our Companies during the year just past can look back on 1928 as a year of splendid accomplishment. The approach of the New Year carries with it the thought that if we all keep on doing our dead level best we can make 1929 a still more prosperous year for the Company, and thereby for ourselves.

So, once more, a Merry Christmas and a Happy New Year.

C. F. TERRELL.

TEVIS STREET POWER PLANT

The Tevis Street Plant was one of the first departments to go over the top in the recent Community Chest Drive.

Mr. Ellie Prejean, Station Engineer at Tevis Street Plant, has been transferred to the Neches Power Station.

Mr. W. J. Cockrill, Fireman at the Lakeside Station in Port Arthur, was transferred to position of File Clerk at the Tevis Street Station.

Mr. Bob Guidry, Turbine Operator at the Neches Power Station, has as-

Santy To Visit Children Again This Year

Christmas tree parties for children of company employes will be held as usual this year, according to plans being made as Plain Talks went to press.

The event in Beaumont has been definitely set for December 20, at 3 p. m., and the place decided upon is the Terpsichorean Club, corner Park and Austin Streets.

Port Arthur will hold its usual party and Orange also will have a tree for the children. Members of the Liberty group and other properties in the vicinity of Beaumont, will share in Beaumont's party. Full details as to these parties, and any events for children of employes of the Navasota Division, will be given all employes through department heads.

Landlord: I've called for the last time. Pay that rent now, or I'll throw your stuff right out on the sidewalk.

Tenant: Sir, you do that, and I'll have every installment house in the city after you.

sumed the duties of Load Dispatcher at the Tevis Street Station.

Mr. E. F. Webb, Auxiliary Operator at Neches Station, has taken over the duties of Station Engineer at Tevis Street Station.

Mr. O. K. Baxley, Load Dispatcher, is the proud papa of Oscar Kyle, Jr., and we all welcome the newcomer into our midst.



SEVEN—COUNT 'EM

It's seldom you see a sight like this—seven (count 'em) deer hanging in a row from the awning of our plant at Caldwell (or for that matter, anybody's plant, anywhere.) The gentleman whose smiling face you see, is that of our old friend, B. H. Schumacher. The deer were killed near Fredericksburg by Caldwell hunters. Mr. Scanlon, Chief Clerk of Western Public Service Company, who happened to be in Caldwell, said venison was served at his initiation into the famous Caldwell Cool of the Evening Club and that it was very, very good.



“Best Dance Ever” Is Promised

Come early and stay late!

That's the invitation of every employe of Gulf States Utilities, Eastern Texas Electric and Western Public Service who is within “commuting distance” of Beaumont.

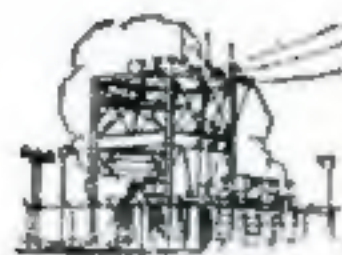
The Company Christmas Dance this year will be the best ever. It will be held in the spacious Terpsichorean Club at Park and Austin streets, the night of December 27.

There will be good music, good entertainment, and good refreshments. Plan now to be there!

While all details have not been announced by P. E. McChesney, it is going to be some party, or Alvord Sherman, who is in direct charge of arrangements, does not know his entertainment. Mr. Sherman, when last seen, was completely surrounded with bright ideas for a festive occasion.

It's going to be great. You'll want to be there. So make Thursday, December 27, a “red letter” day on your calendar.

Be sure and get your invitation card from your department head, because this dance is strictly a company affair, and only employes and their families will be admitted.



Once more we are about to observe the Christmas holidays, and as this is the season above all others when we may more appropriately express our feelings of Hope and Cheer to all, I wish to extend at this time my very best wishes and sincere hope that each and everyone of your hearts shall find much happiness.

P. R. WILLIAMS.

PRAISE FOR TRANSPORTATION SERVICE

The following is an extract of a letter received by Mr. Singleton from M. E. Moore, Superintendent of Schools, Beaumont Independent School District, with reference to the street car service:

"The Beaumont public school system regards very highly the service it obtains from the street railway and buses of the city. For the full nine years of my service in this city I remember no cause for complaint of this service at any time."

Bill Gaines says "traffic trouble" is one gift old Santa can forget this year.

"You can quote me as saying that I will not feel at all slighted if Santa brings me no accidents," declared Safety Director Reidy.

SCANDAL!

We understand that Conductor Smith is considering suing Motorman Frost for slander.

They were having a bite to eat together. Frost ordered a hot doggie. Smith took ham and eggs and a few other things.

"How come?" inquired the proprietor of Frost, "How come, you eat only a hot dog and your friend here eats ham and eggs?"

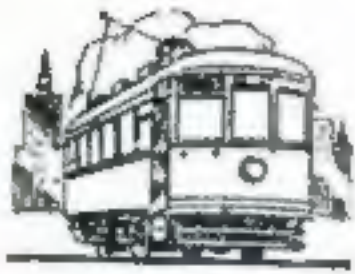
"Well, it's like this," explained Frost, "I'm only a motorman. He's the conductor."

The DeHokus Bachelors, according to an announcement by Chief DeHokus, are throwing away, until after the holidays, the keys to their quarters and all are welcome.

LARGEST AND SMALLEST

The largest incandescent lamp—as large as three cauliflowers—will burn the clothes off any person standing within three feet of it. The smallest lamp in the world is as large as a grain of wheat, and will not scratch the tender membrane of a baby's stomach when the light is poked down the infant's gullet to search for a missing pin or button.

A customer stepped into a Los Angeles hardware store. "I want to get one of those thermometers like the Chamber of Commerce uses," he announced. "And what kind is that?" asked the clerk. "It's one that won't go above 80 in the summer or below 50 in winter."



The
PURCHASING DEPT. SAYS:
Have You Red Flannels?

If not, it will be safer, as it is rumored that Mr. Orrick, our fresh air fiend, will dispose of all heating apparatus, as he considers it an unnecessary luxury, since being appointed custodian of the Office Building.

MORE NEW FILES

The girls' office of the Purchasing Department is further barricaded by a new line-up of files. We are very proud of the appearance. If business increases in the future as it has in the past, we will need growing space.

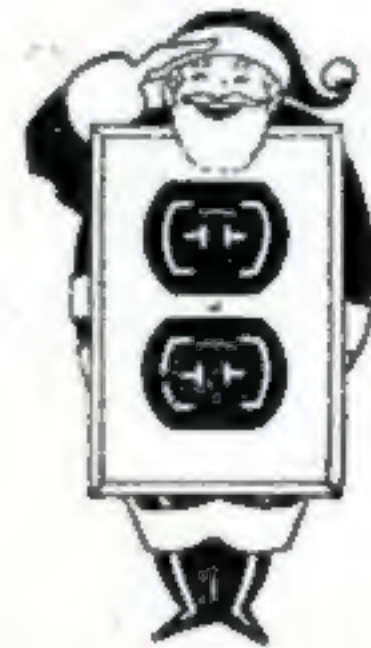
A NEW STENOG

Miss Elizabeth Perkins is now the purchasing department stenographer, coming to our company from King-Huff Construction Company. Most of us remember her as "Queen Joy," the first Queen to reign over the South Texas State Fair. Now boys, don't crowd—one at a time!

We are all glad to know that Mrs. Orrick has recovered from her recent operation and is back home.

Fred Davis, we understand, has been placed on the "blacklist" of the billposters' union. Mr. Davis was officially in charge of posting Community Chest posters in Company Headquarters and he certainly plastered the joint.

Dear Santa: Henry Whiton says the New Year will be a total loss if you don't send him longer nights and lamps of greater wattage.



As we enter this Christmas season your hearts should be filled with gladness, as you have truly made history in the sale of our companies' services.

We will enter the New Year with the determination to excel our past efforts.

Wishing you and yours a very Merry Christmas and a Bright New Year.

P. E. McCHESNEY.

W. A. Robertson, who was superintendent of railways here several years ago, and who now is general superintendent of the Jacksonville (Fla.) Traction Company, returned to Beaumont for a brief visit during the past month.

In honor of the occasion, Superintendent Leo Singleton held a get-together of some of the "old-timers" at his home on Broadway and a good time was had by all talking over old times.

Dear Santa: Lee McClurkin says please send him a few good roads for the Navasota territory this year.

Dear Santa: Charlie Brann says he'll be happy if you give him lots of hot weather for the ice business in 1929.



To All Members of the Navasota Division, Western Public Service Company.

Each member of this family rejoices at this season because the things which have been accomplished in this territory have been made possible by the united efforts of all employes and such spirit makes Yuletide happier.

The development of this family interest in each other's work will bring a brighter, happier New Year for all of us.

Yours very truly,

C. A. BRANN.

NEW ARRIVAL AT MURRAY'S

"Another boy!" Jim Murray announced happily the morning of December 1, and his and Mrs. Murray's friends joined in the rejoicing. Mother and son, who has been named Robert Cofer Murray (and the father, incidentally), are doing nicely, thank you.

Jack Orrick and Hubie Braunig and a salesman were "stepping out" when they encountered P. R. Williams. "Why, Jack!" exclaimed Mr. Williams. "You know it is up to our department to maintain our company's reputation for fine personnel and here I find you mingling with a peddler and a lineman. Careful Jack, careful!"

ORANGE

Miss Belle Carter spent the Thanksgiving holidays in Houston with friends.

Mr. Stobart attended the Texas-A. & M. football game in Austin. Edward Stobart, who is attending A. & M. College, returned home with his father, to spend the Thanksgiving holidays.

Mr. and Mrs. Burr, Miss Carrie Allen, Miss Belle Carter and Jack Turner attended the company dance in Beaumont Tuesday, November 27.

WHITE WAY IS LAUNCHED FOR FIFTH STREET FIRMS.

A new white way project had its beginning in Orange this month. The Orange National Bank was first to sign for the new ornamental system, which is to extend throughout the business section. The contract was signed by W. A. Campbell, cashier of the bank, who has taken an active part in selling the idea to his associates and to the general public.

It is understood that several concerns are contemplating the idea of getting in on the deal of installing white way lights while the electricians are on the job.

Miss Carrie Allen spent the Thanksgiving holidays in Beaumont with friends.

We understand that Ellis Taylor is a fugitive of justice from Beaumont.

Chest Goes Over

All employes of the organization rejoiced with J. G. Holtzelaw when it was announced that Beaumont's Community Chest drive had gone over the top again this year. Mr. Holtzelaw was Commander-in-Chief of the drive and has received a great deal of praise for the successful way he put the campaign for funds over in this, the crucial year of the Chest's history.



THANKS

WE WISH to take this opportunity to thank you men of the organization for your cooperation during 1928. You have given us your time, your advice and your assistance when we asked for it. It is our most sincere wish that you and yours have a Merry Christmas and Most Prosperous New Year.

WOMAN'S COMMITTEE.

According to "Willie Westinghouse" Lehman, "Bill" Holik is undisputed onion eating champion of the Sabine District.

A quarrelsome man has no good neighbors.

Silks and satins put out the kitchen fire.

For one poor man there are an hundred indigent.

A life of leisure and a life of laziness are two things.

There's a time to wink as well as to see.

There is no man so bad but he secretly respects the good.

Wealth and content are not always bedfellows.

The second vice is lying; the first is running into debt.

Tho' modesty is a virtue, bashfulness is a vice.

Don't judge of men's wealth or piety, by their Sunday appearance.

Ceremony is not civility; nor civility ceremony.

A VISITOR

Harvey Pintsch, one of the many good fellows the Northern Division of Western Public Service has withdrawn from our midst during the last few years, was through Beaumont the past month enroute to Boston, to which place he has been transferred. His job in the Boston office will be that on which he has been preceded by such well known personages as "Rip" Swift, now manager of the Lake Charles Division of Gulf States; Raymond Wright, assistant treasurer of the division, and Julius DeBouy, our own particular chief auditor. Harvey was looking as though the climate of Nebraska had agreed with him.



He that can bear reproof, and mend by it, if he is not wise, is in a fair way of being so.

Today is yesterday's pupil.

The busy man has few idle visitors; to the boiling pot the flies come not.

An undutiful daughter will prove an unmanageable wife.

Old boys have their playthings as well as young ones; the difference is only in the price.

If you'd know the value of money, go and borrow some.

There was never a good knife made of bad steel.

Great modesty often hides great merit.

You may delay, but time will not.

Fools need advice most, but wise men only are the better for it.

Christmas calls for some special celebrating in the J. P. French home. You see, John Preston, Jr., 8, has a birthday on December 10. Charlie, only 4, was born on Christmas day. So they observe two birthdays as well as Christmas on December 25th.



COMMERCIAL DEPARTMENT

The percolator campaign for the month of November was very successful, approximately 1,000 percolators having been sold. V. O. Tunstall led the district representatives in Beaumont by selling 52 percolators.

George Schluntz and G. M. Minton have recently become members of the Merchandise Department, as repairmen.

Mr. and Mrs. P. E. McChesney and Betty Jean spent Thanksgiving in New Orleans.

The A. R. Watson's and Helen Lou drove to Athens, Texas, where they spent the Thanksgiving holidays.

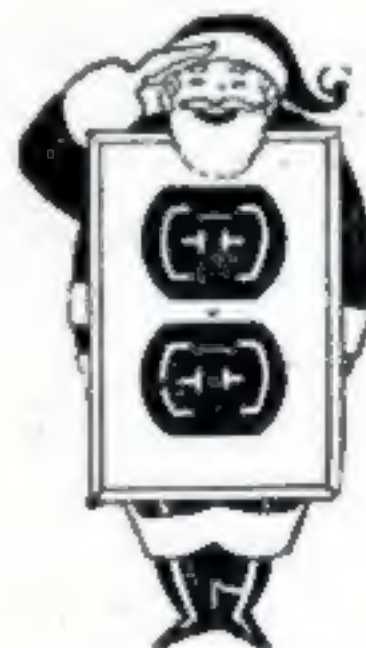
NEW USE FOR THE DICTAPHONE

Dorothy Seale thought "Morrie" was going in for "The Children's Hour," when she attempted to transcribe a cylinder on the dictaphone that he gave her. "Now listen, my children and you shall hear," then followed a most beautiful story about a big black elephant. Next a song was sung, "The Wreck of the Old Ninety-seven," and at the end a selection was whistled. Well, the whole story is that one night "Morrie" was doing some extra work and had his little brother with him. Claude wanted to be entertained, so "Morrie" had the inspiration of telling a story over the dictaphone. Claude was quite pleased, because he could hear it over and over; and "Morrie" was able to do his work undisturbed. Dorothy says transcribing records on a dictaphone isn't so dull after all.

THIS AD WENT A LONG WAY TO WORK

District Representative Goodwin, who was transferred not so long ago from Orange to the Navasota Division at Calvert, tells us of an incident where a percolator advertisement appearing in the Beaumont Enterprise sold a percolator to a lady in Hearne.

The lady, Mrs. A. W. Bryan, attracted by the advertisement, but living in a community where we sell only ice, appealed to Superintendent Scott of Hearne. Mr. Scott passed the word along to Calvert. Calvert sent him a percolator which he delivered and for which he collected. Mrs. Bryan was greatly pleased with her purchase and while our real aim in selling appliances is to get load on the line, another and just as important aim is the making of friends—accomplished in this instance by an advertisement going a long way to work and several employes going out of their way to give special service.



Dear Santa Claus: Wyndam Brown is completely surrounded by substation, highline, ice plant, etc., etc., plans already. Just thought we'd let you know.

Dear Santa Claus: Lon Watson says it won't make him mad if you give him a few juicy power jobs to figure without competition.



J. E. Murray Gets E. T. E. Job



EFFECTIVE December 1, James E. Murray was appointed Assistant Treasurer of Eastern Texas Electric Company, filling the place left vacant by the resignation of C. B. Melton.

Mr. Murray, by virtue of this appointment, is now serving as Assistant Treasurer of all three companies of our "family." That he will continue his fine record as "a man who gets things done" goes without question. We congratulate him on this recognition of his ability and compliment the railway branch of the family on securing such an excellent official.

PLAIN TALKS

Vol. VII

No. 10

P. E. McChesney
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Editor

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Jack Gammage, Art Editor

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Carrie Allen
Orange

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Pt. Arthur Division

Alvord Sherman
Education

Alice McMaster
Production

Dan Poulson
Mechanical

O. W. Gaines
Transportation

C. A. Brann
Navasota Division

E. F. Reid
Transmission

Published monthly, by and for Employees of Eastern Texas Electric Co., Gulf States Utilities Co., and Western Public Service Co., as a medium for a better appreciation of our responsibilities to each other and the public.

HONOR ROLL

Trainmen who have not had a chargeable accident for a period of twelve months or longer: 81 months, T. A. Cosper; 78 months, H. E. Davis; 77 months, W. Hughes; 66 months, H. H. Goza; 61 months, A. Christopher; 43 months, C. A. McBride, E. Samford; 42 months, S. Arce-neaux; 39 months, D. E. Cosper; 36 months, L. P. Bodin; 35 months, G. W. Stevenson; 32 months, R. M. Beasley; 31 months, L. Tucker; 27 months, G. A. Smith; 25 months, L. Lacouture; 24 months, W. H. Ahrendt, R. L. Kendrick; 22 months, R. L. Claiborne; 20 months, I. H. Ferguson, J. D. Lloyd; 19 months, I. B. Johnson; 17 months, W. O. Fedd; 16 months, A. W. Cox, S. W. Van Norman; 15 months, W. E. Philpott; 14 months, L. Hudler, C. A. Mc-Millan; 13 months, F. B. Gaskin, E. E. Herring; 12 months, P. P. Nesom, W. A. Tiller.

Mr. and Mrs. T. M. Keiller attended the Rice-Baylor football game in Houston Thanksgiving.



WOMAN'S

SIBYL DUKE, Editor

VANABEL ROBINSON

STELLA CURT

Monthly Meeting

THE monthly meeting of the Women's Committee was held Wednesday afternoon, November 28, at three o'clock in the Distribution Building.

First, Mr. Williams, Comptroller, told the girls of the opportunity which had been given them to put the Company over the top during the Community Chest Drive, as well as of his hope that the Company would contribute 100%. He also spoke of the Company's offer to sell Devonshire Investing Corporation stock to employees, permitting them to split their payments over a ten month period, beginning with January 15 pay.

Mr. Reidy then introduced Dr. Dru McMickin, City Health Officer, who gave an interesting talk on "Health."

Next came Luciel Decker, rapidly developing a reputation for public appearances, who spoke on "Safety." (That gal knows her patches).

Tim Will and E. L. Robinson (Vannie Bell's husband) then furnished a high-class musical dance number, Tim, as you might guess, performing the dance, and Robin, as we are sure you never would guess, contributing the harmonica selection to which Tim clogged.

Joe Hatley demonstrated the new General Electric vacuum cleaner, which we are now merchandising.

Fletabel Denton, assisted by volunteers, served pie, and Mr. Bird of the Duncan Coffee Company, served Admiration coffee, with the compliments of the company.



BEAUMONT PERSONALS

Joy Schoemer has left us and gone to her home near Houston. It is rumored that she is soon to be married. We shall miss Joy, for she always had such a happy smile on her face, and did her work in a very efficient manner.

Eliza Bryan has come back to us after several months' absence. She and her mother have been touring Europe. They spent most of their time in Paris, but also vis-

ited Switzerland.

Juanita Hogan was here for Thanksgiving in Austin.

Alice McManis was here to honor at Mary's wedding in Dallas. Alice drove to Mrs. R. L. Moore's to attend the wedding.

Clover South is a new member of the department.

the PAGE



UTH WILBANKS

CARRIE ALLEN

LUCIEL DECKER, Reporters

PORT ARTHUR

Juanita Bean, Virginia Goode, Nell Anthon, and Luciel Decker, all employed in the Port Arthur Division, cast their better judgment aside one stormy afternoon a few weeks ago and went for an airplane ride. Before they left the office much advice and many condolences were received by the four, but the last question asked was by Mr. Bishop and he wanted to know if Miss Decker had written the monthly business conditions memorandum. When she replied that she had, he said all right, that she might take the ride and it wouldn't be so bad if she were killed. They all enjoyed the trip immensely and suffered neither mental nor physical relapse because of it; however, the plane has since crashed at San Antonio and they have decided to ride something safer next time.

Nell Anthon took her vacation the last two weeks of November and went to Bastrop, which is home, and over to Austin, where she attended the Thanksgiving game. As she is a T.U. football fan, she reports that the vacation was just perfect. Bessie Allen and Thelma Caughlin also attended the game, but their side lost.

We were all very sorry to learn of the death, on December 16, of Miss Vicary Farrington's father, and wish to take this means of expressing our sincere sympathy for her loss.

Women Put Chest Over

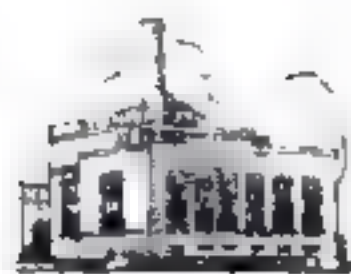
THE following is a letter Mr. Holtzelaw wrote to Mrs. Debory, Chairman of the Women's Committee:

"I am very deeply impressed with the work of the Women's Committee in the solicitation of the employees of our three companies in the Community Chest Drive.

"I am equally impressed by the fact that our employees subscribed to the Community Chest one hundred per cent, for I fully realize that in some cases a subscription meant a sacrifice.

"Under any condition I would, of course, be much interested in the subscription of our employees to this most worthy cause, but being Commander-in-Chief of the drive, I was particularly interested this year in having our employees do their bit one hundred per cent.

"That this has been accomplished is due largely to the efforts of you, Miss Ridley, Miss Curtis and the other members of the Women's Committee, and I wish to express to you and, through you, to the Committee, my earnest thanks for your accomplishment. I feel highly gratified at the results achieved and want everyone in the organization to know of my appreciation."



? HOW'S YOUR HEALTH BY DR. W. F. THOMPSON



THE SPIRIT OF CHRISTMAS

"Eat, drink and be merry"—
Said wise Doctor Terry.

One man's Christmas present may be
another man's poison.

A good disposition be-
fore Christmas may be-
come a bad indisposition
after.

'Tis a wise boy who
watches the wood box
and does his Christmas
shopping early.

That we should fit-
tingly celebrate with
joyous festivities, the
birth of Him who came
to save us, is most ap-
propriate.

On this occasion there
is abroad the spirit of
"Peace on Earth"; in
our hearts, "Good will
toward all mankind".

It is at this time that
the hearts and stock-
ings of little children
should be well filled
with good things; that
the spirit of gladness
should permeate and dis-
sipate the shadow of
sadness.

Remembering Him
who suffered, our
thoughts should be of
those who are at this
time among the sick
and afflicted; our
hearts and our hands

open to those who through sickness and
affliction, are impoverished.

It is further appropriate that our hearts
should be full and our stomachs empty
... on Christmas. The spirit of Christ-
mas that inebriates is not the spirit that
obviates the necessity for seltzer and ice
water on Christmas
morning.

As we understand it,
"Christmas" means,
simply, Christ Mass, and
another good way to
celebrate Mass is to go
to church... on Christ-
mas morning.

WATCH YOUR SNEEZE

Oh watch yer sneeze,
It spreads disease ...
F'rinstance influenza.

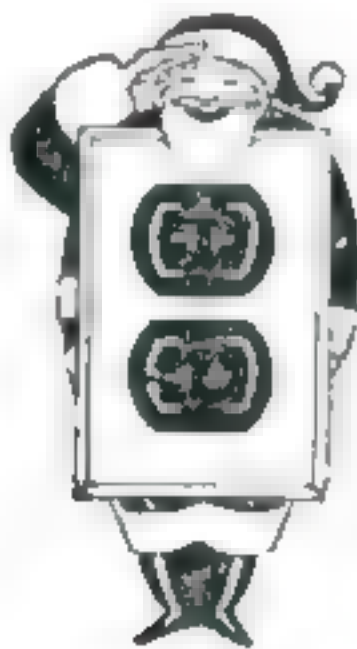
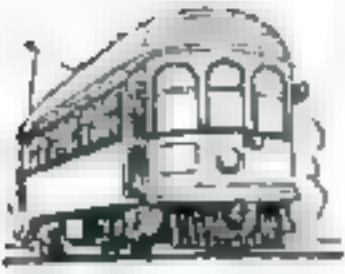
With influenza spread-
ing rapidly throughout
the United States a
brief discussion of im-
portant preventive meas-
ures seems here in
place.

Those of us who are
in daily contact with
the public, being con-
stantly exposed to the
infectious secretions of
the incautious cougher
and sneezer, must de-
pend entirely upon our
natural defenses ...
upon our resistance.

For our protection,
(Continued page 15)



LITTLE MISS ELIZABETH
ANNE GRANAU, the
daughter of our Superintend-
ent of Distribution, was ac-
corded the honor of being Jef-
ferson County's most perfect
baby. This honor was ac-
corded her in competition with
some seventy other babies
who participated in the Jef-
ferson County Better Baby
Health Contest, sponsored by
the Maccabee Lodge of Beau-
mont. The prizes won by
Elizabeth Anne were \$25.00
in gold and a loving cup.



Dear Santa Claus: Please give Mr. Williams time to visit friends on his next trip to Boston.

Dear Santa: Jim Murray says "no more jobs just now, please." You see, Jim has three jobs and another would be, well, one more, anyhow.

Dear S. Claus: Mr. Orrick says if you give him any cigars for Christmas he'll refuse to issue any purchase orders for your firm. You see, Mr. Orrick doesn't smoke. He'd much prefer a few gobs of fresh air, or an exercise or two, if you must give something.

Dear Mr. Claus: Mr. Terrell says you might send him relief from real estate agents who allow their enthusiasm to picture hovels as mansions to a prospective renter.

Dear Old Santa: Now don't make the mistake of sending Hubie Braunig any loud clothes this Christmas. You remember how flushed Hubie was with

embarrassment (we give him the benefit of the doubt) as he made the rounds of the egg-nog bowls last year in those gorgeous plus tens.

Santa, Old Top: Please don't send Harry Sharpless any more production cost records to be broken. He would much prefer finding time to break a few golf records.

Dear Santa: Leo Singleton declares that if it's just the same to you, withhold any buses to be operated at a profit.

Dear Santa Claus: Mr. McChesney says you might send him time to take a vacation during 1929, if you really want to do the right thing.

When you have a collection to make, "Follow the debtor, even unto the jailhouse." That's the slogan of the District Representative.

"Dusty" Glidden sold a fan last summer. Several payments had come due, and no balance had been remitted with the regular electric service bill. When "Dusty" visited the domicile of the customer, "Not in" was invariably the verdict. Then along came a couple of Federal agents and put the customer in jail. When he went to the "cooler" to see the customer, "Dusty" was informed that a special permit was required to visit a Federal prisoner. Not yet daunted, "Dusty" requested and received such a permit.

The report of the interview has not yet been received, but we'll hazard a bet that "Dusty" gets the money, or a fan comes back to the store.



PORT ARTHUR

Charles DeCuir, better known as Blackie, has been transferred for the time being from the Appliance Repair Department to straight selling. Mr. Hebert, who has spent considerable time in the appliance repair shop at Beaumont, has returned and at present is in charge of appliance repairs and servicing.

L. E. Stafford, Jr., is working in Beaumont this month in order to acquaint himself with the duties of a District Representative.

A fraud was perpetrated by members of the Sales Department on other employees just before Thanksgiving. Chances were sold and a turkey was raffled off to the holder of the lucky number. The conspirators, however, were afraid to exhibit the turkey until all the chances were sold, as it was feared he was not large enough to stand alone. George Limax won the turkey.

Attempts have been made to doll up the office as best we can. We have received several compliments, but just wait, "you ain't seen nothing yet." It is rumored that we will have a new office next year.

One hundred and fourteen shares of the Common stock of the Devonshire Investing Corporation was subscribed for by the employees in the Port Arthur Division.

There will be a Christmas party held for the employees' children of the Port Arthur Division this year. The place and date have not been decided upon at this writing.

On Thanksgiving day an unusual occurrence was experienced at the Power Station due to leaking insulators, or loose connections. A ground was caused on the whole system, causing a continuous flash of about three feet around the insulators until all the highline switches were opened. The only damage done was the breaking of some disconnecting switches. After some switching was done the highlines were back in and service was restored.

Our basketball team is keeping up its winning streak. The boys have their eyes set on the loving cup that will be given by Crowell-Gifford to the City Champions. They play a game every Thursday night with a team in the City League. All other nights are open for games with teams outside of the league. Any company team wishing a game should get in touch with Arcey Borne.

LIBERTY

Newlyweds: George Allen Peglar and Johnny Long were seen coming into Liberty the other morning at 3 o'clock. Guess their wives were wondering just where their Sonny Boys were.

Ss-h-h-hush! Deep dark secret, but Grace Hunnicutt is very quietly trying to get married around Christmas time without the bunch getting wise. But no such luck, Grace.

Rah! Rah! Who says that dreams will come true? Our ice deliveryman has dreamed about a little *Ice Man*, but he was badly fooled. He is the proud father of an eight and one-half-pound baby girl. Instead of an Ice man, a Nice Girl.



Hard Luck on a Cold Night: Mr. Coody, our trouble shooter, has traded his bed for a lantern. He has been working day and night.

Still Water Runs Deep: Our Mr. Duke has moved twice inside of the last three months. Wonder just what is the trouble?

Mr. Brady and Mr. Ewing have been busy since the Company started the new high line through Sour Lake.

Were sorry to lose our Mr. Hamm the night Ice Man, who left us to go "rough-necking" in the oil fields. We are glad to welcome E. A. McCaleb to the force.

A new 13 K. V. line has been built in Sour Lake, which covers a six-mile stretch. It only took from the 20th of November to the 1st of December to complete this work.

The Women's Public Speaking Class in Port Arthur is having its results, without a doubt. Miss Decker has appeared in public twice recently and made speeches. Once at the car barn, where she dissertated at length upon the desirability of the Community Chest, and at the Committee meeting in Beaumont, where she talked on "Safety." Mrs. Voyles has also talked to the members of the Eastern Texas Electric Company on the subject of the Pleasure Pier Bridge. We have been disappointed in that none of the girls were candidates for Chief of Police in the recent Port Arthur race for that position, as it seems that speech-making was a prime factor in the campaign.

HOW'S YOUR HEALTH.

Continued from page 12

therefore, it is imperative that we maintain our physical conditions in the highest possible state of defensive efficiency.

It is imperative that we avoid all debilitating influences; that we avoid hunger, exhausting mental and physical fatigue and sudden changes in temperature from high to low.

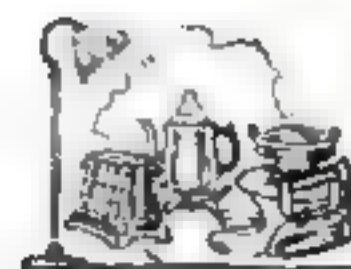
We should have from 8 to 10 hours of undisturbed sleep in an open, well ventilated room every night.

Our diet should be liberal and of wholesome, nutritious foods. We should take liberally of sweets and starches, fuel foods that keep the vital fires burning brightly. Better to add a few pounds on a diet of sweets than to lose many on account of influenza.

Those of us who are confined in offices should see that they are constantly well ventilated and that the room temperature is not allowed above 68 degrees. Before and after office hours our time should be spent exercising moderately (walking's good) in the open.

For the protection of our own health, and that of our fellow workers, the first symptom of "flu" should be our cue to go to bed **AND STAY THERE** until we are out of danger of pneumonia.





If I Were An Instructor

By I. H. FERGUSON.

I have been asked to tell, in my own words, the duties of a platform instructor. Never having had any experience as an instructor, I deem this quite a task, but submit the following explanation:

The first thing I would do when starting out with a new man would be to get acquainted with the man; not merely to learn his name but try to learn something of the man himself. I would try to find out something of his past life, and if possible some of his plans for the future. Anything I could learn which I thought should be reported I would immediately report to the proper authority. In trying to learn these things, I would try to use good judgment and not offend the student by prying too far into his personal affairs.

Next I would tell him something of the men and the organization which he is starting out with, and of the splendid cooperation he would get from the older men on the job. (I believe we have as fine a bunch of men as can be found anywhere, and I think this should be brought to the attention of the student by the instructor.)

I would tell him of the opportunities that are with the organization which he is with, and that it is up to the man as to whether he remained an operator or forged ahead.

I believe it is a very easy matter for a new man to form the wrong opinion as to the duties of the supervisors unless properly instructed. I would explain to him that they were

out there not to bawl him out at every little mistake, but to show and tell him of his mistakes and try to make a more valuable man of him. If he shows he is trying to do his best, the supervisors will be his friends, and ever ready to help him in time of need. I would explain to him that instead of getting angry when corrected for a mistake he should endeavor to profit by it; for when a man ceases to study and learn more of his chosen occupation, he then becomes a hindrance to himself and employer.

I would try to impress upon him the importance of being neat in appearance at all times.

I would teach him the importance of being courteous to the public; that he was not employed merely to run a schedule but to make a profit for the Company and to do that it is necessary that he be courteous at all times.

I have seen operators issue all or most all small change in return for a bill of different denominations from one to ten dollars, which is looked upon as a very rude act by the public, and rightfully so. If that operator would put himself in the place of the passenger, he no doubt would see the rudeness of the act. There are many more such incidents pertaining to courtesy which I would bring up and talk to my student about. Knowing I could not teach him the art of handling the public in a few days, I believe he would derive some benefit from it.

In teaching him the rules, I would take them as I came to them; tell him the rule, why the rule was made and what might happen if disobeyed. Take the safety rule at railroad crossings. I would not merely state that we have a rule to make two stops at



railroad crossings but explain that we made a one hundred-foot stop to test the brakes of the car and condition of the rail. Also a fifteen-foot stop to see if the way is clear. I will not attempt to explain them all here but the idea I wish to make clear is that each and every rule should be explained in a way that the student would understand it. I would also tell my student of many self-made rules that he could make for himself that would prove very beneficial to him in his work, especially when it pertains to "safety and courtesy."

In teaching him the schedules I would start with the names of switches. Teach them so he could name them back and forth from one end of the line to the other. Next the leaving times off the ends and other time points and so on through. I would not merely get him to memorize the schedules but teach it to him in a way that he would thoroughly understand them and be able to figure out things that he wants to know about them himself.

I would try to master all this, so as to be able to teach it in different ways, for although one man might understand it after one explanation, the next one might not understand it at all after the same explanation. I would obey all the rules, and try to have plenty of patience, "never getting angry nor worried" when he seemed slow in learning, "if he showed that he was trying to learn, I would stay with him to the last." After he was O. K.'ed, I would still be his friend and admire him and help him in any way possible.

[Since writing this article, Mr. Ferguson has been appointed to the position of Instructor.]

SOUR LAKE

Mrs. Ed Loggins, wife of local electrician, has just returned from Dallas, Texas, where she underwent a major operation. She is getting along just fine, and we are glad she is back with us.

Miss Virginia Brogdon has returned from her vacation, which took her to various points in the East, some of which were New York, Washington, D. C., and Canada.

We all welcome A. D. Barrow and family to our fair city, and trust that he likes his new home and work as well as he did his former place.

There has been much talk of building a hospital and restoring the mineral wells here in Sour Lake. This will, of course, add much to the city.

W. G. Clark and H. H. Luce were visitors here during the month of November.

All of the employes of the Sour Lake and Saratoga plants join together in wishing success for our former Superintendent Hatley. We know he will make as many friends in Beaumont as he has made during his stay in Sour Lake. We regret losing him very much, but at the same time would rather see him rise higher in his work.

Dear Santa: If you could fix up a 'nice' package of worries for Parker, we're sure he'd appreciate your thoughtfulness. You see, outside of selling three or four times as much stuff as has ever been sold before, Mr. Allen will find time hanging heavily on his hands in 1929 unless we do something about it.

P. S.—You can send us a few more good correspondents.



Transportation Department News

PORT ARTHUR DIVISION

An "Accident Contest" was conducted recently in this Division between two teams captained by Tom Gibson and Bill Drews, the latter team being victorious. Previously, these same two teams had "locked horns" over a period of a month, in which Gibson's team came out on top. Claiming that this victory was a "fluke," Drew insisted that his team be given another chance, so the teams again started off, and at the end of the month they were found to be tied. It took three days to break the tie, Gibson's team going down to defeat.

On the team of Captain Drews were the following Operators:

Emmett Brewton, Collie Denson, Thurman Davis, Alfred Fuller, Walter Hebert, Adrian Johnson, Jake Landry, Claude Lazenby, Hebert Lusted, Lionel Steed, Walter Thomson and John Walker.

On Friday, November 30, the party, including J. H. Ward and A. H. Pressler, left Port Arthur in a special bus and was met in Beaumont by the host and guests, where all attended the wrestling show at the Kyle Theater, after which a Mexican dinner was had at Fuller's.

Others attending were Messrs. Terrell and son, Singleton and son, Sutton, Pressler, Gaines, Sheffield, DeBouy, Poulson and Craig.

Interesting but brief talks were made by Mr. Terrell, Mr. Singleton and Captain Drews.

We are glad to mention the name of Paul Jay as a new member of the Transportation Department. Paul was formerly an operator with the Texas Electric. He seems to fit right into the machine and we welcome him into the happy family.

The Personal Improvement Classes under the leadership of Mr. Fred Johnson are making wonderful progress, and have been a means of discovering some good speaking talent. The classes are having 100% attendance and all members are getting much benefit. We feel that it is a privilege to have Mr. Johnson as our leader and instructor.

Operators Charlie Stephens and John Walker are recent newlyweds and have been receiving plenty of congratulations as well as sympathy.

Supervisor Edgar Jones recently went on a hunt and reported that he killed seven geese, but no one else has seen them.

When Clark Mills went on a vacation and returned still unmarried he failed to follow the precedent, and we are still uneasy. He will make us lose our reputation yet. Jesse Hamilton is now on a vacation and we are waiting to see how he comes out.

New bus schedules went into effect on December 1, which provides service directly into the Delmar and Edgemoire Additions. We are looking for our receipts to gradually take an upward climb. Here's hoping.

So 'long. We'll be back again next time.



SETTING POLES FOR PORT ACRES EXTENSION

Top center: G. P. Fillingame. Top left: Weaver and Ward. Lower left: Happy McMillian. Lower right: Linder, Homuth, "Speedy" McMillian and Guidry.

FIRST ELECTRIC LIGHT

In 1862 an arc lamp was installed in a lighthouse at Dungeness, England, and supplied with current from a cumbersome magneto-electric machine. This was the first regular light in service.

SAVE TWO HOURS A DAY

A questionnaire recently sent to a large number of farm women living on electrified farms indicates that an average of two hours a day of household work is saved by the use of electric labor-saving appliances.



THE LAUGH PAGE

Too Busy

Four: Mother, are we going to Heaven some day?

Forty-four: I hope so.

Four: I wish Papa could go, too.

Forty-four: Don't you think he will?

Four: Oh, no. He couldn't get away from the office.

Hope So

Fussy Old Lady: Operator, are you sure this car is going to Park Street?

Operator: Well, if it isn't, I'll be in a worse mess than you'll be.

Three More Payments

Motorist: Some of you pedestrians walk around just as though you owned the streets.

Pedestrian: Yes, and some of you motorists drive around just as though you owned the car.

A Plenty

Sun: Heard of the latest poison?

Beam: No; what is it?

Sun: Airplane poison. One drop is usually sufficient.

Too Late Now

One: When I was young, the doctor told me that if I didn't stop smoking I'd become feeble-minded.

Two: Why in the world didn't you quit?

Another Graft

Ha: Is that a real diamond you're wearing?

Ho: Well, if it isn't, I've been swindled out of two bucks.

Easy Livin'

Parson: "And which of the parables do you like the best?"

Deacon: "The one where somebody loafs and fishes."...

That's That

Her: "When a man who bores me terribly asks me where I live, I always say in the suburbs."

Him: "And where do you live?"

Her: "In the suburbs."

Here's the Scotch Joke

They tell the one about the Scot who wanted to build a little home. With cheap labor in his mind he had this ad put in the newspaper: "Wanted: Two laborers and eight Freemasons, to begin work at once."

Try Again

Patron (musing): "I had a steak yesterday."

Waiter: "Yes, sir. Will you have the same today?"

Patron: "Why-er yes, if it is not in use."

Shoot Again

Pinto Pete (showing a city dude a lasso): "This rope is used to catch cows with."

Dude: "What do you use for bait?"

Very Poor

Lady: Doesn't that little boy swear terribly?

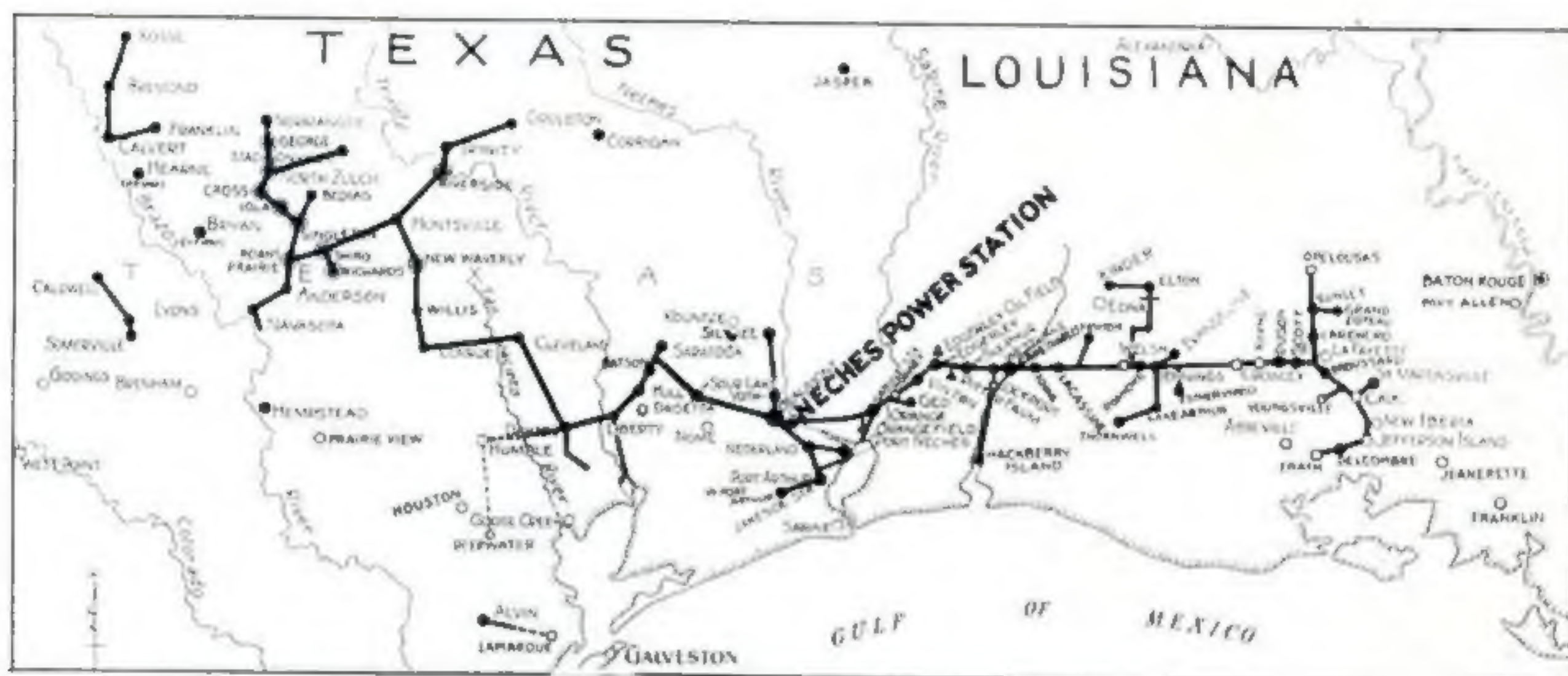
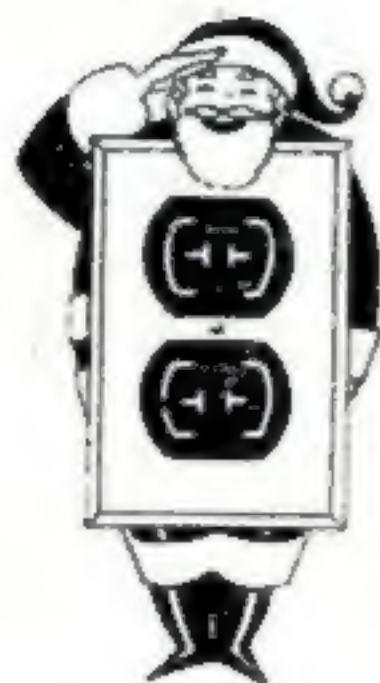
Urchin: Yes'm, he sure does. He don't put any expression into it at all.

Come Again

The visitor was seated and everything was going along nicely at dinner until little sister pipes up with, "Isn't that roast beef, Dad?"

"Yes," was the reply.

"But I thought you said you were going to bring home an old mutton-head for dinner."

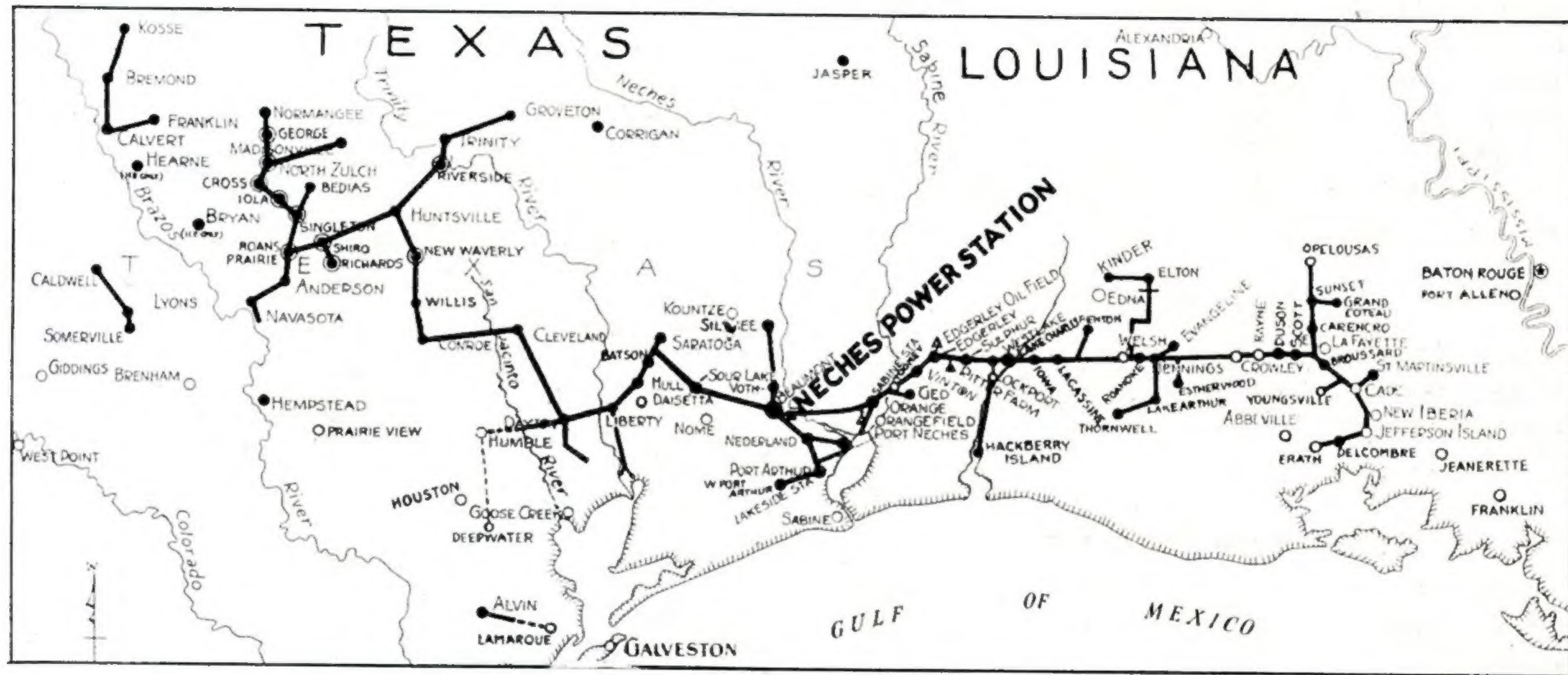


INDIVIDUALS AND INSTITUTIONS ARE HAPPIER
AND MORE PROSPEROUS, THANKS—IN
PART, AT LEAST—TO THE DE-
PENDABLE SERVICE WE
RENDER

NO BILL OF THE
MONTH SHOWS MORE
VALUE RECEIVED
THAN THE ONE FOR

**ELECTRIC
SERVICE**







WOMAN'S

The

PAGE



SIBYL DUKE, Editor

VANABEL ROBINSON

STELLA CURY

UTH WILBANKS

CARRIE ALLEN

LUCIEL DECKER, Reporters

Monthly Meeting

THE monthly meeting of the Women's Committee was held Wednesday afternoon, November 28, at three o'clock in the Distribution Building.

First, Mr. Williams, Comptroller, told the girls of the opportunity which had been given them to put the Company over the top during the Community Chest Drive, as well as of his hope that the Company would contribute 100%. He also spoke of the Company's offer to sell Devonshire Investing Corporation stock to employees, permitting them to split their payments over a ten month period, beginning with January 15 pay.

Mr. Reidy then introduced Dr. Dra McMickin, City Health Officer, who gave an interesting talk on "Health."

Next came Luciel Decker, rapidly developing a reputation for public appearances, who spoke on "Safety." (That gal knows her matches).

Tim Will and E. L. Robinson (Vannie Bell's husband) then furnished a high-class musical dance number, Tim, as you might guess, performing the dance, and Robin, as we are sure you never would guess, contributing the harmonica selection to which Tim clogged.

Joe Hatley demonstrated the new General Electric vacuum cleaner, which we are now merchandising.

Fletabel Denton, assisted by volunteers, served pie, and Mr. Bird of the Duncan Coffee Company, served Admiration coffee, with the compliments of the company.



BEAUMONT PERSONALS

Joy Schoemer has left us and gone to her home near Houston. It is rumored that she is soon to be married. We shall miss Joy, for she always had such a happy smile on her face, and did her work in a very efficient manner.

Eliza Bryan has come back to us after several months' absence. She and her mother have been touring Europe. They spent most of their time in Paris, but also vis-

You might think, judging from Dudie's abundance of black eyes, that he leads a dog's life—but not so. Bob and Alma Williams (to the left of him and to the right of him) see that he is provided with the good things of life, which includes romps, and being tucked into bed at night.

ited Switzerland and London.

Juanita Hogan attended the Thanksgiving football game at Austin.

Alice McMaster was maid of honor at May Thelma Goode's wedding in Dallas, November 24. Alice drove to Dallas with Mr. and Mrs. R. I. Morrison, who also attended the wedding.

Clover South, sister of Thelma, is a new member of the Billing Department.

PORT ARTHUR

Juanita Bean, Virginia Goode, Nell Amthor, and Luciel Decker, all employed in the Port Arthur Division, cast their better judgment aside one stormy afternoon a few weeks ago and went for an airplane ride. Before they left the office much advice and many condolences were received by the four, but the last question asked was by Mr. Bishop and he wanted to know if Miss Decker had written the monthly business conditions memorandum. When she replied that she had, he said all right, that she might take the ride and it wouldn't be so bad if she were killed. They all enjoyed the trip immensely and suffered neither mental nor physical relapse because of it: however, the plane has since crashed at San Antonio and they have decided to ride something safer next time.

Nell Amthor took her vacation the last two weeks of November and went to Bastrop, which is home, and over to Austin, where she attended the Thanksgiving game. As she is a T. U. football fan, she reports that the vacation was just perfect. Bessie Allen and Thelma Caughlin also attended the game, but their side lost.

We were all very sorry to learn of the death, on December 16, of Miss Vicary Farrington's father, and wish to take this means of expressing our sincere sympathy for her loss.

Women Put Chest Over

THE following is a letter Mr. Holtzelaw wrote to Mrs. DeBory, Chairman of the Women's Committee:

"I am very deeply impressed with the work of the Women's Committee in the solicitation of the employees of our three companies in the Community Chest Drive.

"I am equally impressed by the fact that our employees subscribed to the Community Chest one hundred per cent, for I fully realize that in some cases a subscription meant a sacrifice.

"Under any condition I would, of course, be much interested in the subscription of our employees to this most worthy cause, but being Commander-in-Chief of the drive, I was particularly interested this year in having our employees do their bit one hundred per cent.

"That this has been accomplished is due largely to the efforts of you, Miss Ridley, Miss Curtis and the other members of the Women's Committee, and I wish to express to you and, through you, to the Committee, my earnest thanks for your accomplishment. I feel highly gratified at the results achieved and want everyone in the organization to know of my appreciation."